IN THE CLAIMS

1. (Currently Amended) A method for tracking transactions involving media assets on a data network, said data network being serviced by one or more service providers, the method comprising:

tracking information, at a media gateway, characterizing a particular media asset of interest that is uploaded to [[a]] the media gateway associated with the data network, wherein the media gateway ~~receives~~ captures a plurality of media assets uploaded from a plurality of devices;

receiving a request to engage one or more of said service providers to perform one or more services for the particular media asset; and

tracking transaction information allowing billing of the requested services, wherein the transaction information includes information indicating which of the service providers performed a service for the particular media asset.

2. (Original) The method of claim 1, wherein said media assets include selected ones of digital images, audio, video, and text-based media.

3. (Original) The method of claim 1, wherein said service providers include a wireless carrier.

4. (Original) The method of claim 1, wherein said service providers include an online e-commerce partner providing services in conjunction with processing various media assets.

5. (Original) The method of claim 1, wherein said media assets include digital images, and wherein said service providers include a service provider providing photofinishing services.

6. (Previously Presented) The method of claim 1, wherein said data network includes connectivity to the Internet.

7. (Original) The method of claim 1, wherein said service providers include an Internet service provider.

8. (Original) The method of claim 1, wherein said request comprises an e-commerce transaction that requires services provided by multiple service providers, and wherein said transaction information allowing billing of the requested services tracks revenue sharing among the multiple service providers for servicing the e-commerce transaction.

9. (Original) The method of claim 8, wherein said transaction information allowing billing of the requested services additionally tracks expense sharing among the multiple service providers for servicing the e-commerce transaction.

10. (Previously Presented) The method of claim 41, wherein said step of tracking information characterizing a particular media asset of interest includes:

tracking information uniquely identifying the asset within the data network, information specifying characteristics of the asset, and information identifying a particular user who uploaded the asset.

11. (Original) The method of claim 10, wherein said report provides billing information based on characteristics of the particular asset.

12. (Original) The method of claim 11, wherein said report provides billing information based on the particular asset's size.

13. (Original) The method of claim 11, wherein said report provides billing information based on the particular asset's media type.

14. (Previously Presented) The method of claim 1, wherein said request is received from a user other than the user who uploaded the particular asset to the data network.

15. (Previously Presented) The method of claim 14, further comprising:

receiving input indicating that the particular media asset may be shared with other particular users on the data network;

receiving a request from one of the other particular users to engage one or more of said service providers to perform one or more services for the particular media asset; and

wherein said step of tracking transaction information allowing billing of the requested services, includes tracking transaction information allowing billing of the other particular user who requested the services.

16. (Previously Presented) The method of claim 1, wherein said step of tracking information characterizing a particular media asset of interest that is uploaded to the network includes:

uniquely identifying the particular media asset, so that it may be distinguished from all other media assets on the data network.

17. (Previously Presented) The method of claim 1, wherein said step of tracking information characterizing a particular media asset of interest that is uploaded to the data network includes:

uniquely identifying a particular device that the particular media asset was received from.

18. (Original) The method of claim 1, wherein said transactions that are tracked comprise e-commerce transactions carried out over the Internet.

19. (Previously Presented) The method of claim 1, wherein said particular media asset is uploaded to the data network using wireless communication.

20. (Previously Presented) The method of claim 1, wherein said particular media asset is uploaded to the data network using wireline communication.

21. (Original) The method claim 1, wherein said transaction information allowing billing of the requested services includes information about credits and/or debits posted to accounts of the service providers that were engaged.

22. (Currently Amended) A system for tracking and managing media assets on a data network, said data network being serviced by one or more service providers, the system comprising:

a media gateway module for capturing ~~receiving~~ uploading of a particular media asset of interest that is uploaded to the data network, wherein the media gateway module captures ~~receives~~ a plurality of media assets uploaded from a plurality of devices;

a module for processing a request to engage one or more of said service providers to perform one or more services for the particular media asset; and

a module for tracking transaction information pertaining to billing of the requested services, wherein said transaction information includes information indicating which service providers performed a service for the particular media asset.

23. (Original) The system of claim 22, wherein said media assets include selected ones of digital images, audio, video, and text-based media.

24. (Original) The system of claim 22, wherein said service providers include a wireless carrier.

25. (Original) The system of claim 22, wherein said service providers include an online e-commerce partner providing services in conjunction with processing various media assets.

26. (Original) The system of claim 22, wherein said media assets include digital images, and wherein said service providers include a service provider providing photofinishing services.

27. (Previously Presented) The system of claim 22, wherein said data network includes connectivity to the Internet.

28. (Original) The system of claim 22, wherein said service providers include an Internet service provider.

29. (Original) The system of claim 22, wherein said request comprises an e-commerce transaction that requires services provided by multiple service providers, and wherein said transaction information allowing billing of the requested services tracks revenue sharing among the multiple service providers for servicing the e-commerce transaction.

30. (Original) The system of claim 29, wherein said transaction information allowing billing of the requested services additionally tracks expense sharing among the multiple service providers for servicing the e-commerce transaction.

31. (Original) The system of claim 22, wherein said system tracks information characterizing a type for the particular media asset of interest.

32. (Previously Presented) The system claim 31, wherein said system tracks a unique identifier for uniquely identifying the particular asset across the entire data network.

33. (Previously Presented) The system of claim 42, wherein said report generation module provides billing information based on characteristics of the particular asset.

34. (Previously Presented) The system of claim 42, wherein said report generation module provides billing information based on the particular asset's size.

35. (Previously Presented) The system of claim 42, wherein said report generation module provides billing information based on the particular asset's media type.

36. (Previously Presented) The system of claim 42, further comprising:
a sharing module for receiving input indicating that the particular media asset may be shared with other particular users on the network.

37. (Original) The system of claim 36, wherein said module for processing a request may process a request from a user that the particular asset is being shared with; and

wherein said report generation module allows billing of services to said user who the particular asset is being shared with.

38. (Original) The system of claim 22, wherein said system tracks information characterizing the particular media asset of interest, including uniquely identifying a particular device that the particular media asset was received from.

39. (Original) The system of claim 22, wherein said transactions that are tracked comprise e-commerce transactions carried out over the Internet.

40. (Previously Presented) The system of claim 22, wherein said particular media asset is uploaded to the data network using wireless communication.

41. (Previously Presented) The method of claim 1, wherein said method further comprises:

generating a report indicating a provider's billing information in connection with providing services for the various media assets present on the data network.

42. (Previously Presented) The system of claim 22, wherein the system further comprises:

a report generation module for indicating a provider's billing information in connection with providing services for the various media assets present on the data network.

43. (Previously Presented) The method claim 22, wherein said transaction information allowing billing of the requested services includes information about credits and/or debits posted to accounts of the service providers that were engaged.

44-50. (Cancelled)